



## Double SNAP Dollars Outreach Checklist

Below is a list of ideas to help you advertise your Double SNAP Dollars program. Some of these activities cost money or take more time than others. While an investment of resources towards outreach has proven to increase program participation, only take on the projects that you feel you can do successfully. Asking vendors, board members, and even customers to help spread the word is an easy way to expand your reach.

If you try other techniques that are successful, please share with us so we can add them here. Have fun!

- ☐ **Reach out to community organizations** who provide resources to SNAP recipients. These organizations are usually happy to provide information about Double SNAP to their clients. Provide them with flyers or brochures. If using Facebook, “like” and “follow” these organizations, interact with their posts, and encourage them to interact with yours. Examples of organizations to work with include:
  - WIC, SNAP and other social service offices
  - Local food banks and soup kitchens
  - Public library
  - Senior centers
  - Health and nutrition agencies, including public health departments
  - Churches and other places of worship
  - Tribal organizations
  - Hospitals – doctors/nurses can refer patients to the program
- ☐ **Deepen relationships with community partners** by working with them on projects, such as offering free meals or taking time to talk to their clients about your market and Double SNAP Dollars.
- ☐ **Communicate with nutrition program customers.** Double SNAP customers are the experts and can give you advice on where to advertise and even simple ways to improve the program (which is also a form of outreach!). They can also spread word-of-mouth advertising. Have flyers or postcards on the information table and encourage customers to bring them to their friends and family or drop them off at community centers or organizations they connect with
- ☐ **Create an Abundant Montana listing.** Abundant Montana is a Montana-based agritourism site that is FREE to list on and provides information to the Dept of Ag and Commerce Dept. If you have your information on Abundant, then multiple sources can share your market information! ([aeromt.org/abundant](http://aeromt.org/abundant)). Be sure to highlight Double SNAP Dollars
- ☐ **Ensure clear, prominent signage** at market information booth, with individual vendors, and in the general market area about forms of payment accepted, including Double SNAP Dollars information
- ☐ **Partner with SNAP-ED\* or EFNEP\*** to offer cooking and nutrition classes at the market or provide Double SNAP Dollars vouchers to cooking class participants. Contact [shay@missoulacfac.org](mailto:shay@missoulacfac.org) if you would like to learn more about this program. Visit [www.buyeatlivebetter.org](http://www.buyeatlivebetter.org) for more information on SNAP-ED and EFNEP classes in your area. Such classes help customers make good use of their extra produce and can attract new customers. *\*SNAP-ED = SNAP education; EFNEP = Expanded Food and Nutrition Education Program.*

- ☐ **Facebook or other social media.** Posts can include what produce is available, price ranges, recipes, and other helpful information. Consider posting about the market in community groups, such as Yardsale groups.
- ☐ **Use your local newspaper.** Connect with reporters and encourage them to feature your market and Double SNAP program.
- ☐ **Public transportation advertisements.** Be sure to include all pertinent market info (where, when, what, payments accepted, etc)
- ☐ **Market tours.** Offer market tours to help customers get familiar with the market shopping experience and how your nutrition programs work.
- ☐ **Google Business account.** Set up a Google Business account; it's FREE and will help people find you on the internet ([google.com/business](https://google.com/business))
- ☐ **Create a website.** Set up a website that provides market details, lots of pictures, and other resources your market may offer (recipes, harvest of the month tips, etc). Be sure to highlight Double SNAP Dollars.
- ☐ **Contact your downtown association or local business development office.**
- ☐ **Radio Spots.** (nonprofits often get discounted rates)
- ☐ **Billboards.** (expensive but eye-catching)